



# Eco-Marketing Factors Hampering Crop Management Practices in the Central Punjab, Pakistan

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## ABSTRACT

There are definite constraints hampering the practice of advance agricultural practices in mix cropping zone of Punjab, Pakistan. Beside all these constraints agriculture is the major source of revenue (21%) and employment (45%) generation. Although agriculture is the mainstay, it is majorly traditional farming. Therefore, it is dire need to transform these conventional ways of farming into practice of site specific technologies. The present study was conducted in district Faisalabad. It is central hub of central Punjab. Through multistage sampling technique 120 farmers were selected and data were collected through interview schedule. The farmers were also interviewed in groups. Analysis of data revealed that the main cause of non adoption of available technologies is economic factors. Through focus group interviews it is concluded that there is no proper survey of farmer's resources. This is the

major cause of formulation of improved agricultural technologies. Therefore, there should be complete survey of available resources of farmer before improving and recommending advance agricultural technologies. Without including farmer in program planning agricultural development is merely a dream.

**Keywords:** Marketing factors; Economic factors; Crop management practices; Central Punjab.

## 1. INTRODUCTION

There are certain factors which restrict the agriculture to substantial in Pakistan. These factors are particularly economic, climatic, soil and marketing. In spite of all these challenges it is not only major GDP share holder (21%) but also biggest source of employment generation (46%). Agriculture sector consists of two sub sectors i.e. crop (44.6%) and livestock (55.4%) sector. In crop farming major field crops account for (32%) while minor crops (10%). Nature has bestowed Pakistan with two principle cropping seasons i.e. Rabi and Kharif seasons. Rabi starts from October-December; its major crops are Wheat, gram, tobacco and rapeseed while Kharif starts from April-June; it's major crops are rice, cotton, sugarcane, maize and jawar in Pakistan. Major farm crops i.e. wheat, rice, cotton, sugarcane, maize etc. and agro-based products like textile contributes significantly to Pakistan's export (Govt. of Pak., 2012). On the basis of climatic, soil, water, crops, vegetations and other agricultural factors Pakistan is divided into ten agro-climatic zones. Punjab consists of 44% Indus basin delta. On the base of crops cultivation and cropping pattern it is classified into four zones; arid, rice, mix and cotton. Mix cropping zone is defined as where no crop is cultivated over more than 50% of the cropping area. It consists of central Punjab districts; Faisalabad, Okara, Sahiwal, Jhang, Chiniot etc (Abbas, 2010). There are three components of agriculture i.e. research, extension and farmers that are interdependent. Function of agricultural research wing is to develop new seed varieties, cultivation methods and technologies whereas; the mandate of extension wing is to transfer the information to end users (farmers). Farmer is end user of new technologies and information (Ashraf *et al.*, 2007). The agricultural extension services are available to combat these impediments by using all means to reduce the communication gap between research and farming wings. It propagates the first hand research packages to farmers who transfer it into functional knowledge. Alongside the dissemination of innovations it also provides feedback to research wing about existing problems of farming community (World Bank, 2003). Almost 70% population is directly or indirectly engaged with agriculture. Development in agriculture is synonyms to well being of this agrarian people. For development of agriculture need of the hour is to strengthen the extension wing therefore, it disseminate the latest technologies in a very convincing way that farmer forego its traditional practices and also collect their site specific problems. Research wing should conduct research on these site specific problems (Rajahalati *et al.*, 2005). The Govt. of country is very sensitive about hampering of these factors therefore; during last six decades various agricultural extension approaches were launched to curb these constraints i.e. V-AID, BDS, IRDP, T&V system, FFS, Decentralized extension and Hub program.

## 2. RESEARCH METHODOLOGY

Research methodology is divided into: study area; sampling procedure and selection of study respondents: research instrument for data collection; and data analysis.

### Study area:

Central Punjab region of the province was selected as study area. It mainly consists of Faisalabad, Jhang, Chiniot, Okara, Sahiwal districts. Faisalabad was selected as study area because one of the main district in this zone. It was also 2<sup>nd</sup> populous district of the province and 3<sup>rd</sup> of country. It consisted of six tehsils: Faisalabad City, Faisalabad Sadar, ChakJhumra, Samundri, Jaranwala, and Tandlianwala. Among these tehsil Faisalabad Sadar was selected as the study area. This tehsil was selected as the study area because farmers were actively engaged with agriculture and no such study had been conducted in this area.

### Sampling procedure and selection of study respondents:

This tehsil consisted of five markaz. From these five markaz, 2 were selected at random and from each selected markaz 3 union councils were selected randomly. Out of each selected union council 2 villages were randomly selected and from each selected village through purposive sampling technique 10 farmers (who regularly attended the farmers training meetings and list of these farmers obtained from office of the markaz) were selected thereby making a sample size of 120 respondents.

### Research instrument for data collection:

Interview schedule and focus group discussions were used a research tool. The interview schedule was pre-tested before final data collection. The reliability and validity of research instrument was also checked. Further, respondents were personally interviewed for the accurate acquisition of data. Three point Likert scale was used for the assessment of effectiveness.

### Data analysis:

Collected data were analyzed through computer software statistical package for social sciences (SPSS) for tabulating results and drawing conclusions and recommendations. Average mean and standard deviation were also computed for the better understanding.

## 3. RESULTS AND DISCUSSION

It is aforementioned that Pakistani agriculture is substantial due to economic and marketing constraints. The last but not least factor marketing is of most vital concern. There are no food chains in country. Most of the farmers are reluctant to adopt new technologies only due to inefficient marketing system. Middle man is the most dangerous pest of farm products. Anyhow, all the human being depends upon agriculture to fulfill their food and nutrition demands. Its share in revenue generation, foreign exchange and employment creation is also very solid. Therefore, development of agriculture can only accomplish the dream of being developed and prosperous nation. The progress of agriculture is fully dependent on accurate dissemination of improved technologies compatible to local climatic, soil, water, economic and marketing conditions. Therefore, it is dire need to educate and train the extension agents so that we may able to harvest the desire goals.

**Table 1** Economic factors affecting the practice of improved agri. Technologies

Factors	Weighted Score	Rank Order	Mean	S. D
Adulterated inputs	294	1	2.45	.646
Costly inputs	278	2	2.32	.661
Non availability of inputs	265	3	2.21	.755
Lack of capital resources	262	4	2.24	.624
Less Land holding	262	4	2.20	.645

The given data depict that adulterated inputs ranked is the most significant economic constraint which hamper advance agri. practices. Costly inputs and non availability of inputs were ranked 2<sup>nd</sup> and 3<sup>rd</sup> respectively. Lack of capital resources and less land holding got equal scores and stood 4<sup>th</sup>. These results also reveal that lack of capital resources and less land holding both restrict the advance agricultural technology adoption with same proportion and hence equally ranked (4<sup>th</sup>) in the Table. These results of another researcher Saifullah (2007) also coincide. He found that lack of financial resources ranked 1<sup>st</sup> among the factors affect the mango cultivation while natural calamities ranked 2<sup>nd</sup> followed by illiteracy, defective marketing, high cost of inputs, adulteration in inputs, non-availability of spraying machinery and shortage of labor ranked from 3<sup>rd</sup> to 8<sup>th</sup> respectively.

**Table 2** Marketing factors affecting the practice of improved agri. Technologies

Factors	Weighted Score	Rank Order	Mean	S. D
Adulteration in fertilizer & pesticide	280	1	2.33	.823
Non availability of farm machinery	264	2	2.20	.586
Non availability of quality seeds	254	3	2.12	.812
High brokers commission	223	4	1.86	.714
Marketing uncertainty	210	5	1.81	.645

The data given in Table 2 represent that adulteration in fertilizer & pesticide was the most affecting marketing constraint followed by non- availability of farm machinery, non-availability of quality seeds, high broker's commission and marketing uncertainty ranked 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> respectively affects the technology adoption under hub program. These results are more or less similar to that of Ghaffar (2006) who reported that marketing constraints i.e. lack of vehicle's, distant markets, costly transportation, lack of infrastructure, timely non-availability of transportation and storage facilities etc. affect the crop yield.

#### 4. CONCLUSION AND RECOMMENDATION

In the light of aforesaid response of the farmers it may conclude the impact of these constraints is very severe on mix cropping zone agriculture. These factors limit the practice of advance agricultural practices in this region. Economic and marketing constraints limit the agriculture to traditional practices. As government has installed different research & education institutes and also launched various extension programs to minimize the effects of these constraints. All these are very general in their nature. Creation of adaptive research farms: the step taken by the government is very effective but there is more need of site specific research. Therefore, it is recommended that research should be economical and market oriented. There is greater need of modification of extension methodologies which create link between problems of individual farmer and research department.

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##### **Conflict of Interest:**

The authors declare that there are no conflicts of interests.

##### **Peer-review:**

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##### **Data and materials availability:**

All data associated with this study are present in the paper.

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